Wikimedia Foundation metrics meeting
25 February 2016
Agenda

Welcome
Wikipedia 15 review
Community update
Strategic planning update
Metrics
Feature: Individual Engagement Grant grantees
Product demo
Questions & answers

Photo by Jack Delano, Public domain
Welcome!

Requisition hires:
- Sarah Roth - Talent & Culture - SF
- Chuck Roslof - Legal - SF (conversion)
- Guillaume Lederrey - Discovery - Switzerland
- Joseph Seddon - Advancement - UK (conv.)
- Chris Koerner - CE - MO
- Jaime Villagomez - Finance - SF

Contractors, interns & volunteers:
- Sara Benson - Talent & Culture - SF
- Adrianne Davidson - Talent & Culture - US
- Kevin Jacobsen - Legal - SF
- Riccardo Ciccioli - Technology - Spain
Anniversaries

Tony Le (5 yrs)
Geoff Brigham (5 yrs)
Jon Robson (4 yrs)
Mark Holmquist (4 yrs)
Ed Sanders (3 yrs)
Greg Grossmeier (3 yrs)
Amy Vossbrinck (3 yrs)

Leila Zia (2 yrs)
Rachel Stallman (2 yrs)
Megan Neisler (2 yrs)
Karen Zwicker (2 yrs)
Tyler Cipriani (1 yr)
Joseph Allemandou (1 yr)
Eric Evans (1 yr)
15 years of Wikimedians creating an amazing example of generosity and collaboration
850+ PRESS STORIES IN NEARLY 80 COUNTRIES
And it was really good news: 81.5% of English-language press was positive, just 12.4% negative

188 COMMUNITY EVENTS IN 78 COUNTRIES
Cakes! Edit-a-thons! Fondue illustrations!

OVER 6.5 MM VISITS TO BIRTHDAY SITE IN FIRST WEEK
1.4 Million visits on birthday day alone

98.2K UNIQUE HAPPY BIRTHDAY WISHES ON TWITTER
Wikipedia was also the #1 Science & Technology trend on Facebook where over 1.9 Million people learned it was Wikipedia’s birthday

1.9B IMPRESSIONS ON BANNERS IN 143 LANGUAGES
The click through rate was 0.447%, 3x the Wikimedia benchmark!
850+ articles
45 broadcast stories
In 76 countries
Press coverage

Full list of 845 press stories available on Meta Wiki
Personally reviewing English language press coverage, the Communications team found an 81.5% positive reaction to the milestone, with just 12.4% of coverage negative or inaccurate.
It will only thrive for another 15 years if that community can work
coopertively with the Wikimedia Foundation — and infighting doesn’t
splinter the movement.  

— Andrew Lih, Washington Post

The problem, most researchers and Wikipedia stewards seem to
agree, is that the core community of Wikipedians are too hostile to
newcomers, scaring them off with intractable guidelines and a general
defensiveness.

— Chris Wilson, TIME

[38 million articles] may sound expansive, but the site has come under
criticism for not covering all subjects, regions or issues with equal
depth.

— Tarek Bazley, Al Jazeera
It's hard to imagine a world before Wikipedia. Saviour of student deadlines everywhere and settler of endless pub arguments, Wikipedia is now a ubiquitous part of the online world.

—Emily Reynolds, Wired UK

We've learned one thing for sure—Wikipedia remains a good way to get a quick summary on just about any topic you can think of. Thankfully it's also a great way to find references to more reliable sources on said topic.

—Ars Technica

If you want a modern wonder of the internet, look no further than Wikipedia, which turns 15 years old today. It's gigantic [...] and gigantically useful for those seeking a grounding in any topic.

—Charles Arthur, Daily Telegraph
Birthday banners

5 birthday banner designs were created on Central Notice. Banner copy was finalized more than 2 weeks in advance, allowing the community to contribute 143 language translations.

Russian and Chinese translations were shown on CNN during Jimmy Wale’s TV interview.
Tell us what Wikipedia means to you.

Esaguzu zer den Wikipedia zuretzat.

हामीलाई भन्नुहोस् विकिपीडियाले तपाईको जीवनमा के अर्थ राख्छ।

Dicez a ni qua Wikipedia signifikas a vu.

Innis dhuinn dé tha Wikipedia a' ciallachadh dhutsa.

당신에게 위키백과란 무엇인가요?

Erzähl uns, was Wikipedia für dich bedeutet.

Википедия празднует пятнадцатый День рождения!

Πείτε μας τι σημαίνει η Βικιπαίδεια για σας.

Պատմեք մեզ, թե ինչ է Վիկիպեդիան ձեզ համար:

Cuéntanos lo que Wikipedia significa para ti.

บอกเราสิ สำหรับคุณวิกิพีเดียหมายถึงอะไร

Na tregoni se çfarë nënkupton Wikipedia për ju.
Wikipedia 15 banners were shown for 6 days, and limited to 10 impressions. Click through rates (CTR) were reviewed hourly.

The peak hourly CTR was 1.24% on the launch day, while the campaign average 0.44%.

Previous efforts averaged 0.15% which was used as benchmark.
There were 180 birthday events in 78 countries, and 8 online events for a total of 188.

India led the Wikimedia world in events with 19 total. Italy followed with 14, the US held 12, Germany hosted 7, and France held 6. The majority of these events were held on Wikipedia Day proper (Friday Jan. 15) with a few edit-a-thons held on the subsequent Saturday (Jan. 16).
Over 42 cakes made and shared to Wikimedia Commons

Full credit list also available in Appendix
The Birthday site received 6.5 million visits in the first week, including 1.4 million on the birthday. Visitors came from 170 countries and represented 114 unique language groups.
66% of traffic came from mobile devices, with mobile Safari and Chrome topping the most common browsers.
People have asked why we used Twitter in our campaign. Throughout our planning, we looked for ways to let general internet users around the world react to this milestone. So in addition to Community events on Meta, we asked folks on Facebook and Twitter to share their feelings. On Twitter, these messages are entirely public, allowing us to see and learn from nearly 100,000 birthday wishes.

Most frequently-used words in #wikipedia15 tweets:
(profiled from 2,500 tweet sample)
Learn more about Wikipedia 15:

https://meta.wikimedia.org/wiki/Wikipedia_15/Results
Thank you!

15 years of Wikimedians

Knowledge is joy.

Millions of donors

Bazillions of readers and sharers

Mule Design: Andy D, Mia J, Mike M, Steph M


regrettably some people may have slipped this list
Community update
4 weeks; +550 participants

3 broad topic areas:
  ○ Reach
  ○ Communities
  ○ Knowledge

Feb 26: synthesis of the consultation is expected.

March 4: first draft of the strategy for comment.
Dec 15 - Jan 19; 119 participants
- 37 public comments
- 82 through private survey

2 main topics:
- Shared understanding of Wikimania’s value
- What new form Wikimania could take to better serve the movement going forward.
Participants supported experimenting with a new model for Wikimania:

- Wikimania would be held every other year (2018 as the first non-Wikimania year)
- In the years Wikimania is not held, regional and thematic conferences would receive increased support.
- Benefits for this model include: 1) better access to conferences generally, 2) reduced costs, and 3) as reported by participants, regional/thematic conferences may serve as useful preparation for Wikimania (and vice-versa).

Staff and committees will work on evaluating and recommending next steps in 2017.

Read more on the outcomes page.
Esino Lario, Italy, June 22 - 26

- Reminder: Fill out the attendance form and discuss with your manager.
- **Deadline: March 8**
- Questions regarding Wikimania: eyoung@wikimedia.org
#Wikipedia15: Programs & Communities

Image by Beko, CC-BY-SA 4.0
Wiki Loves Women Challenge

- 15 days to create 15 biographies of notable African women.
- 55 participants: 27 in English; 24 in French; 4 in Armenian.
- 234 new bios: 71 en; 122 fr; 41 am
- More info: https://meta.wikimedia.org/wiki/Wiki_Loves_Women_Writing_Contest#Results

Icon by Isla Haddow-Flood, under a CC-BY-SA 4.0 license.
#Wikipedia15: Programs and Communities

The Wikipedia Library: #1Lib1Ref

*Imagine a world where every librarian added one more reference to Wikipedia*

- +500 librarians; 1,500 references to Wikimedia projects; 5 million social media impressions
- +50 blogs and periodicals covering the campaign
- Multiple events at university and national libraries
- More info: [www.1lib1ref.org](http://www.1lib1ref.org)

1lib1ref.org / @wikilibrary

Icon by Jake Orlowitz and María Cruz, under a CC-BY-SA 4.0 license.
#Wikipedia15: Programs and Communities

**Soy Wikipedista (I am a Wikipedian)**

- A documentary that explores Wikimedia Argentina’s local community.
- What was the first article you created? What problems did you face then? How did you get involved with the local chapter?
- +1,000 cumulative views.

[Watch the movie](https://commons.wikimedia.org/wiki/File:Soy_Wikipedista.webm)

Movie by Wikimedia Argentina, under a CC-BY-SA 3.0 license.
WikiComment

A tool to help education programs focused on content creation.

- Adds comments to exact letters/sentences/paragraphs to speed up the commenting process and make it easier to locate the issues.
- Better monitoring of the articles of interest.
- More info: http://wikicomment.ut.ee/

Screenshot by Ivo Kruusamägi, under a CC-BY-SA 4.0 license.
Wikimedia Projects milestones

- Wikimedia Commons reached **30,000,000** media files, a month after reaching 25k.
- Japanese Wikipedia reached **1,000,000** articles.
- Russian Wiktionary reached **700,000** entries
- Thai Wikipedia reached **100,000** articles
Strategic planning update
Timeline - consultation report in progress

Jan 3  Synthesize approaches from staff and limited community consultations
Jan 11 Post community consultation for translation
Jan 18 Launch community consultation
Feb 15 Close community consultation

Feb 26 Release consultation report and recommended approaches

Mar 4 Release 1st draft of strategy for comment

April 1 Submit annual plan aligned to strategy
Next steps

Feb 26th - Posting on Meta

● The community consultation report: Analysis of strategic approaches
● The summary of recommended strategic priorities

March 4th to 18th - Draft of strategic plan posted for comments

By April 1st

● Departments will integrate strategic priorities and submit their annual plans
Metrics
2016 Readership trends update

How did total human traffic develop from May 2013 to January 2016?

General takeaways:

● Total pageviews flat to slightly declining
● Mobile still rising, desktop still shrinking
  ○ Dec 20, 2015 was the first ever day with > 50% mobile
● Global North is flat, Global South is decreasing

(This is a followup to the 2014 Readership update, which was the first trends analysis after the new page view definition became available, and covered May 2013 to October 2014.)
<table>
<thead>
<tr>
<th></th>
<th>Monthly pageviews (bn)</th>
<th>Annual growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Human, Desktop + Mobile</strong></td>
<td>16.6</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Human, Desktop</strong></td>
<td>9.0</td>
<td>-20%</td>
</tr>
<tr>
<td><strong>Human, Mobile</strong></td>
<td>7.6</td>
<td>+28%</td>
</tr>
<tr>
<td><strong>Total (incl. crawlers)</strong></td>
<td>20.2</td>
<td>-2%</td>
</tr>
</tbody>
</table>

*January 2016 data* (normalized to 30 days); annual growth rates based on linear model (May 2013 - January 2016). Data before May 2015 is estimated with ca. ±2pp uncertainty.
Globally, total human readership (excluding crawlers and automated traffic) is slightly declining. Possibly attributable to two one-time effects:
- Block of zhwiki in China in May 2015 (est. -1.5 to 2% drop in total traffic)
- Converting our sites to HTTPS-only in June 2015

Mobile is increasing as desktop is declining.

Mobile growth is replacing desktop readership, approaching parity.
# Global North / Global South: summary

<table>
<thead>
<tr>
<th>Region</th>
<th>Metric</th>
<th>Monthly pageviews (bn)</th>
<th>Annual growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global North</strong></td>
<td>Human PVs total</td>
<td>13.0</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>Human PVs to desktop site</td>
<td>7.1</td>
<td>-18%</td>
</tr>
<tr>
<td></td>
<td>Human PVs to mobile site and on apps</td>
<td>5.9</td>
<td>+29%</td>
</tr>
<tr>
<td><strong>Global South</strong></td>
<td>Human PVs total</td>
<td>3.6</td>
<td>-8%</td>
</tr>
<tr>
<td></td>
<td>Human PVs to desktop site</td>
<td>1.9</td>
<td>-26%</td>
</tr>
<tr>
<td></td>
<td>Human PVs to mobile site and on apps</td>
<td>1.7</td>
<td>+23%</td>
</tr>
</tbody>
</table>

*January 2016 data* (normalized to 30 days); annual growth rates based on linear model (May 2013 - January 2016). Data before May 2015 is *estimated* with ca. ±2pp uncertainty.
Global North

The Global North is responsible for 78% of total human readership.
The Global South is responsible for 22% of total human readership.

After fast mobile growth through 2014, mobile is now stagnating in the Global South. Desktop has been dropping faster than in the Global North.

Block of zhwiki in China in May 2015 (est. -6 to 8% drop in human GS traffic)

Automated traffic from the Global South is a negligible fraction.
Other remarks & small print

- After a marked decline in the proportion of Google-referred pageviews from 2013 to 2014 (concentrated on desktop), this ratio has remained more stable since 2014, very roughly around a third of our total traffic. See the Discovery team's dashboard for recent developments since October 2015.
- Data before April 2015 is based on a different implementation of the new page view definition (Hive vs. Cube, Java vs. R) with some discrepancies. Our estimation here introduces about +/-2% uncertainty.
- Mobile App views (currently 1-1.5%) became available only after the 2014 readership analysis.
- Improvement in the Cube data mean that the 2013/14 numbers here do not match 2014 analysis.
- Annual growth rates (from linear model) are averaged over 31 months instead of over 2015 only.
Individual Engagement Grants

New Grantees! Round 2 2015

https://meta.wikimedia.org/wiki/Grants:IEG
Changes to eligibility criteria...

- Any technical components must be standalone or completed on-wiki.

- Projects are completed without assistance or review from WMF engineering, so MediaWiki Extensions or software features requiring code review and integration cannot be funded. On-wiki tech work (templates, user scripts, gadgets) and completely standalone applications without a hosting dependency are allowed.

+ Technical projects should be completed independently.

+ Development of templates, gadgets, bots, and standalone applications are welcome. Software projects requiring code review and integration must demonstrate commitment from the related maintainers.
$83,113
14 projects,
19 grantees
(+many volunteers/advisors)
New experiments to support our communities...
Training editors at the Argostoli Mental Health Center

Greek Wikipedia, Wikiquote, Wiktionary, and Commons

Engaging scholars at Sree Somnath Sanskrit University

Improving content quality on Sanskrit Wikipedia

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Wiki Needs Pictures

$2,830

AlessioMelia and Alexmar983

Image request system with a mobile-friendly, map-based interface

Allows contributors to easily discover where there is demand for specific images

Wikimaps Warper 2.0

$8,490

Chippy, Abbe98, Artturimatias, Susannaanas

Improve technology for integrating historical maps into Wikimedia projects

Make collecting and displaying historical geographic data fun and easy for volunteers
Using natural language processing, this project will take online content from a selection of (non-Wikimedia) websites and documents and then automatically convert the raw text into references to external sources thereby verifying the data provided in existing Wikidata statements.

Improve trustworthiness of Wikidata assertions through validation against third-party resources.
engage
https://meta.wikimedia.org/wiki/Grants:IEG

learn
http://blog.wikimedia.org/tag/individual-engagement-grants/

create
https://meta.wikimedia.org/wiki/Grants:IdeaLab
Product demo
Wikipedia Mobile iOS version 5.0.0

Our goal was to rebuild the app to increase retention of users and provide app specific value for iOS Wikipedians.

Two key changes to highlight:

- Shiny new looks and navigation, including 3D touch gestures
- New Explore screen is a mobile friendly way to find something new to learn:
  - Personal recommendations based on what you’ve read
  - Featured articles, picture of the day and random articles
  - Articles geotagged near your location
  - Most read articles (props to Analytics!)
When is it coming out?

After 4 builds and 2 months, Beta feedback has been largely positive with 1200 signed up testers and nearly 100 completed surveys.

Also gathering qualitative feedback with help from Design Research.

Planning to submit to Apple next week!

Questions? Comments? Join us on IRC # or email me at jminor@wikimedia.org
And now for a demo...
Q&A
Wikipedia 15 birthday Cake photo credits

"2016-01-15 Wikipedia 15 at Lokal K (Köln) by DCB–2.jpg" by DCB, CC BY-SA 3.0

"Anniversary Wikipedia 19.jpg" by Star61, CC BY-SA 4.0

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"Ceremony WLM2015 and Wikipedia 15, Tunis 2016, 08.jpg" by Nizar Kerkeni, CC-BY-SA 4.0


"Praha, Skautský institut, oslava 15 let Wikipedie, dort II.jpg" and "Praha, Skautský institut, oslava 15 let Wikipedie, dort III.jpg" by Aktron, CC BY 4.0

"Raduno per il 15° Anniversario di Wikipedia a Palermo 09.jpg" by Daniele Pugliesi, CC-BY-SA 3.0

"W15-Cake2-Mumbai.jpg" by Rahuldeshmukh101, CC-BY-SA 4.0

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